Foundation Master Proposal PART I

State Grants Management Section
Office of Community Development
Division of Administration

Regional Conference
Ruston, LA

What is the master proposal?

- A general format for an application for funding from a private or public foundation that is *thirteen pages* maximum.

- Composed of ten parts, which provide information pertaining to your program and how it will be carried out

- *Most important*, it gives the reviewer a chance to judge your program on its merits that an application does not

What is included in the master proposal?

- Cover Letter
- Title Page
- Table of Contents
- Executive Summary
- Problem Statement
- Project Description
- Budget
- Organization Information
- Conclusion
- Appendix

What information should I include in my master proposal?

- All important information should be included in your master proposal.
  - *Some information will be in every part to ensure that your proposal's main point is portrayed accurately.*
- Each portion of the master proposal has unique information that should be included.
  - *For example, the budget will have unique information that should be included only in that section.*

When should I use the master proposal?

- The master proposal should be used whenever a paper application is not provided or no specific information or format is required of the applicant.

  - *Use this to your advantage! Find out what information they want and work that into your master proposal to ensure that your program is judged fairly and accurately!*

Where do I start?

- Even though there is an order to your master proposal, we recommend you start with your problem statement.

  - *By starting with your problem statement you can identify early in the process what problem you are trying to alleviate and lay out the objectives and goals you will use to do this.*

What are we going to do today?

- We are going to look at the:
  - Problem Statement (including root cause vs. social/system change)
  - Budget
  - Cover Letter
  - Executive Summary
  - Organizational Summary
  - Title Page and Table of Contents

Problem Statement

- The problem statement should be *two pages* long and include:
  - The history of the area and problem
  - How does the problem affect your target group?
  - Why does this problem need attention?
  - Statistics and resources needed to show the impact of the problem

Root Cause vs. Social/System Change

- When writing your problem statement identify the type of change you hope to make
  - *Root cause* change happens when you alter the source of the problem. Very seldom is this the aim of your program.

  - *Social or system* change is altering the effects and events that happens as a result of the root cause.

Root Cause vs. Social/System Change

- Example: Flooding
  - *Root Cause*: increased rainfall in certain areas
  - *Social or System Change*: constructing a dam to retain excess water and building housing projects with adequate drainage to minimize the effects of the flooding

  *When writing, keep what your intentions are in mind to make sure you do not overstate your goals, problem or intentions. This applies to your entire proposal!!!!!

Budget

- Many think this is the most difficult part, but it is one of the simplest because you have *all the answers*!!!!

- When composing the budget remember to be *consistent, accurate and honest*!!!

- Make sure the budget is not larger than the grant. (if it is, show where the other money will come from)

- Make sure the budget shows the impact their funding will make on your project.

Budget

- There are four categories:
  - These three are direct effects (directly related to a cost center)
    - Support and Revenue – includes cash contributions, in-kind contributions and earned income
    - Personnel Expenses – staff salaries including benefits and taxes
    - Non-personnel – include any expense that is not included in the support and personnel. For example, equipment rental, occupancy, rent and utilities, travel etc…
  - Indirect expenses – cost incurred by organizations to support a program or the organization.

Cover Letter

- Use Organizational Letterhead!
- Should be a maximum of *one page*
- Include the dollar amount you are requesting
- Answer these questions: who will be affected, what you plan to do, why something needs to be done and where the program will take place?
- Offer additional materials if requested
- Close with your appreciation for the opportunity and "do not hesitate to contact us"
  - *Always address your letter to the highest ranking official involved*

Executive Summary

- Maximum of *one page*
- Describe your funding requirements
- Describe your organization and its expertise
- State the problem
- State your solution to the problem
- Conclusion
  - *Show passion and be persuasive when you write!*

Organization

- In *one page*, give a brief history and synopsis of the organization. Include:
  - Funders
  - Original mission
  - Accreditations
  - Awards
  - Philosophy, vision and values
  - Diversity of organization
  - Programs successfully operated
  - Expertise
  - *Most importantly*, why you should be funded!!!

Title Page and Table of Contents

- Should be the last thing you do

- Be accurate

- Use a professional style when creating
  - *Examples are included in your handouts*

Questions?????